

## CLAIMS

What is claimed is:

- 1                   1.     A system for providing discretionary viewing control in displaying data,  
2     comprising:  
3                   a display for displaying data, the display comprising a plurality of pixels; and  
4                   an integrated circuit in connection with said display for processing said data,  
5                   said data including at least first and second portions of data that are  
6     linked together, the first portion including payload data and the second portion including  
7     metadata,  
8                   said payload data providing content to each pixel of the plurality of  
9     pixels at the display independently and said metadata has a value selected from a predefined set  
10    of values and identifies each pixel at the display independently;  
11                  whereby the processable pixels at the display are classified according to a  
12    particular metadata value selected from the predefined set of values.
- 1                   2.     The system claim 1, wherein the integrated circuit comprises a filter for  
2     one of blocking and obscuring the content of each of the plurality of pixels that has a metadata  
3     value that exceeds a discretionary threshold value without preventing the display of the content of  
4     the plurality of pixels that does not have a metadata value that exceeds the discretionary threshold  
5     value.

1                    3.        A method for providing discretionary viewing control in displaying data,  
2        comprising:  
3                    providing a display comprising a plurality of pixels;  
4                    receiving data;  
5                    said received data including at least first and second portions of data that  
6        are linked together, the first portion including payload data and the second portion including  
7        metadata,  
8                    said payload data providing content to each pixel of the plurality of  
9        pixels at the display independently, and said metadata identifying each respective pixel at the  
10       display independently, said identifying comprising classifying each respective pixel according  
11       to a metadata value selected from a predefined set of values;  
12                    supplying said received data to an integrated circuit in connection with the  
13       display; and  
14                    processing the content for each respective pixel based on the identification of  
15       each respective pixel.

1                    4.        The method of claim 3, further comprising one of blocking and obscuring  
2        the content of each of the plurality of pixels that has a metadata value exceeding a discretionary  
3        threshold value, and displaying the content of the remaining plurality of pixels that are not  
4        blocked or obscured.

1                    5.        The method of claim 3, wherein the display is a display on a wireless  
2        terminal, and the step of supplying data to the display comprises supplying said data to the display  
3        on the wireless terminal.

1                    6.        A method for metering visibility of an advertisement, comprising:  
2                    providing a display with a plurality of pixels;  
3                    receiving data,  
4                                said received data including at least first and second portions of data that  
5        are linked together, the first portion including payload data and the second portion including  
6        metadata,  
7                                said payload data providing content to each of the plurality of pixels of  
8        the display independently, and said metadata identifying each respective pixel of the display  
9        independently, said identifying comprising classifying each respective pixel according to a  
10       particular metadata value selected from a predefined set of values;  
11                    supplying said received data to an integrated circuit in connection with the  
12       display;  
13                    processing the content for each respective pixel based on the identification of  
14       each respective pixel; and  
15                    periodically metering the number of pixels classified as advertisement by the  
16       metadata.

1                   7.     The method of claim 6, wherein the metering step comprises determining  
2     an advertising fee to charge to the advertiser based on the metering of the displayed portion of the  
3     advertisement.

1                   8.     The method of claim 7, wherein the advertisement comprises a portion that  
2     is not displayed, and the method further comprises charging the advertising fee based on the  
3     metered number of pixels that display the pixels classified as the advertisement multiplied by the  
4     length of time that the pixels classified as the advertisement are displayed without charging for the  
5     portion of the advertisement that is not displayed.

1                   9.     A method for providing an incentive to a player of a game, comprising;  
2     providing a display having a plurality of pixels;  
3     supplying data to an integrated circuit in connection with the display,

4                   said data including at least first and second portions of data that are  
5     linked together, the first portion including payload data and the second portion including  
6     metadata,

7                   said payload data providing content to each of the plurality of pixels of  
8     the display independently, and said metadata identifying each respective pixel of the display  
9     independently, said identifying comprising classifying each respective pixel according to a  
10    metadata value selected from a predefined set of values;

11 processing the content for each respective pixel based on the identification of  
12 each pixel;  
13 opening a non-game item in response to a player activation of any of the pixels  
14 specified belonging to a non-game class; and  
15 awarding a reward to the player upon viewing the non-game item.

1 10. The method of claim 9, wherein the non-game item comprises an  
2 advertisement.

3 11. The method of claim 10, wherein the step of awarding the reward  
4 comprises increasing the reward awarded based on the total number of the pixels classified as the  
5 advertisement as identified by the metadata.

6 12. The method of claim 10, wherein the step of awarding the reward  
7 comprises increasing the reward awarded based on the length of time the pixels display the  
8 advertisement as identified by the metadata.

9 13. The method of claim 9, wherein the game is a game played collaboratively  
10 by at least two players on the Internet.

1 14. A data frame to be processed in an integrated circuit and displayed pixel-  
2 wise, comprising:

3 at least first and second portions of data that are linked together, the first portion  
4 including payload data and the second portion including metadata;  
5 said payload data providing content to each pixel of a display independently, and  
6 said metadata identifying each pixel of the display independently, said identifying comprising  
7 classifying each pixel according to a metadata value selected from a predefined set of values.

1 15. The data frame of claim 14, wherein the content comprises multiple  
2 channels of content.